

# EARLY SEASON REBATE

Great Lakes, Great Flavors, Great Sales!

**Attention Retailers! 11 weeks to cash in!** Advertise tasty, early season Michigan Apples and receive money back.



**Gala**



**Ginger Gold**



**Jonamac**



**McIntosh**



**Paula Red**

## THE CRUNCHY DEAL!

**1. Run three ads** on any of the following 2011 apples:

- Michigan Gala
- Michigan Ginger Gold
- Michigan Jonamac
- Michigan McIntosh
- Michigan Paula Red

Mix or match, or put all five varieties in each ad!

**2. Ads must run between August 15 and October 31, 2011.**

**3. Submit the entry form below, dated tear sheets of the three ads, name of your supplier, and sales volume proof to Michigan Apple Committee, postmarked on or before November 15, 2011.**

**4.** The ads must include the Michigan Apple Committee registered logo (with the words "Michigan Apples") or the words "Michigan Apples" to qualify. Logo available at [MichignApples.com/michigan-apples-logos.html](http://MichignApples.com/michigan-apples-logos.html)

**5.** All requested information must be included and entry form completed, and returned on or before November 15, 2011, to qualify for rebate.

## THE SWEET REWARD!

**6.** Complete the Crunchy Deal and receive a \$.50 cent/case rebate from the Michigan Apple Committee, payable to your business.

*Note: May not be combined with any other offer or promotion from the Michigan Apple Committee. "Reward" capped at \$4,000 per retailer. Wholesaler and retailer may not both claim refund for same purchase.*

### Michigan Apple Early Season Rebate Entry Form

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_

If above are different, make check payable to: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

Your Supplier: \_\_\_\_\_

Cases Sold\*: \_\_\_\_\_

*\*Cases of qualifying Michigan Apples, per Crunchy Deal rules.*

Mail to: Michigan Apple Committee, 13750 S. Sedona Parkway, Suite 3, Lansing, MI 48906

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